

Media Update Sample

Here is a small sample of what a typical media update may look like. The sample below covers items relating to the food industry, but we can prepare media updates on any topic. The media updates are usually 3 to 5 pages in length, and can be published daily, weekly or monthly. Corporate branding and font styles can also be added.

For the full version of an article, click the blue-underlined headline. All links are current at time of publication. Contact cathy@heath.co.nz if you would like a quote.

▶ [Clamshell packaging demand projected to grow](#)

Jane Byrne

In the United States, the demand for high visibility packaging is expected to expand four percent yearly to US\$8.5 billion in 2012. High visibility packaging includes clamshells, skin packaging and bowls, cups and tubs. Packaging trends will be driven by cost, market aesthetics and consumer convenience. *FoodProductionDaily* - 7 January 2009.

▶ [The private label potential for functional foods](#)

Lorraine Heller

Private label will become a major avenue of opportunity for innovative functional products, which could make their mainstream debut via this “historically unlikely source”. Functional food experts believe that national retailers could be looking to innovate functional products under their own private labels, in an attempt to avoid the long lead times of product innovation from the national brands. *DairyReporter.com* - 8 December 2008.

▶ [Philippines food processing ingredients market research](#)

Food manufacturing - including food and beverage processing - remains the Philippines' most dominant primary industry accounting for 40.1 percent of total output in manufacturing. The industry represents a gross added value of more than \$2.0 billion and grew by 3.2 percent in 2007. *FlexNews* - 12 December 2008.

▶ [Market research on Argentina's retail food sector](#)

Retail food and beverage sales in Argentina are forecast to remain flat in 2009. The global financial crisis is expected to affect the local economy, primarily as a result of limited credit and lower agricultural commodity prices. Retailers indicate that they will continue with the opening of new stores, but at a slower pace, and focused on smaller formats. Most local importers of foods and beverages project similar or slightly smaller sales in 2009. *FlexNews* - 11 December 2008.

▶ [Renovating products helps maintain growth in tough times](#)

Sarah Hills

Renovation and innovation will help food and beverage manufacturers in the coming tough economic times predicts the Nielsen Company. The market research company also thinks that established national and international brands will aggressively target private labels brands in an attempt to win business. This could be done by promoting a brand's packaging, unique flavour or health or wellness benefits. *FoodNavigator* - 8 January 2009.